I. PROPOSED AMENDMENTS

Please consider entering the following amendments to the claims:

Please add the following new claims 21-25, and cancel claims 1-20 without prejudice.

1-20.   (Canceled)

21.   (new)   A method of providing personalized information comprising:

a)   providing a database comprising a plurality of contributor content records and a plurality of contributor profile records, wherein each contributor content record corresponds to a contributor profile record; and wherein the database further comprises descriptor information corresponding to the contributor content records;

b)   obtaining a user profile record;

c)   obtaining a user search query;

d)   comparing the user search query with at least a portion of the descriptor information;

e)   comparing at least a portion of the user profile record with at least two contributor profile records;

f)   providing personalized information comprising contributor content records based upon the results of the comparisons in (d) and (e) above,

wherein the user profile record and the contributor profile records each comprise a plurality of corresponding data elements, and

wherein the step of comparing at least a portion of the user profile record with at least two contributor profile records comprises the steps of:

i)   comparing a first data element of the user profile record with a corresponding first data element of a first contributor profile record to generate a first comparison score;

ii)   comparing a second data element of the user profile record with a corresponding second data element of the first contributor profile record to generate a second comparison score;

iii) combining the generated comparison scores to calculate a first match rating between the user profile record and the first contributor profile record;

iv) repeating steps (i) – (iii) using a second contributor profile record to calculate a match rating between the user profile record and the second contributor profile record; and

v) using the calculated match ratings to provide the personalized information.

22. (new) A computer apparatus for providing personalized information comprising:

a) a database comprising a plurality of contributor content records, each record corresponding to a contributor profile record, and each record corresponding to descriptor information; and

b) a computer program adapted to receive a user profile record and a user search query, the program comprising a content match algorithm adapted to compare at least a portion of the user profile record with at least a portion of at least two contributor profile records, and to compare the user search query with at least a portion of the descriptor information, such that there is generated personalized information comprising contributor content records in response to the user search query,

wherein the computer program is further adapted to receive an additional contributor content record into the database, and to provide valuable consideration to a contributor in exchange for the contributor's provision of the additional contributor content record,

wherein the user profile record includes at least two personal travel data elements related to a user, and wherein each contributor profile record includes at least two corresponding personal travel data elements related to a contributor, and

wherein the content match algorithm compares at least a portion of the user profile record with at least a portion of a contributor profile record by the steps of:

i) comparing a first personal travel data element of the user profile record with a corresponding first personal travel data element of the contributor profile record, and generating a first comparison score;

ii)   comparing a second personal travel data element of the user profile record with a corresponding second personal travel data element of the contributor profile record to generate a second comparison score; and

iii)   combining the generated comparison scores to calculate a match rating between the user profile record and the contributor profile record.

23.   (new) The computer apparatus of claim 22, wherein the step of combining each of the generated comparison scores includes multiplying each generated comparison score by a weighting factor to calculate a product, and adding each calculated product together to calculate the match rating.

24.   (new) The computer apparatus of claim 22, wherein the personalized information comprises a displayed list of selected contributor content records, and for each content record, an indicator of its relevance corresponding to the its match rating.

25.   (new) The computer apparatus of claim 22, wherein the personalized information comprises a displayed list comprising selected contributor content records, the content records displayed in an order relating to their relevance as determined by the match ratings for each displayed content record.